

**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE
PURCHASE OF PRIMARY PRODUCT WITH SPECIAL REFERENCE
TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
Master of Commerce with CA

Submitted by

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COIMBATORE – 641 029, TAMILNADU, INDIA

APRIL 2024

**A STUDY ON CONSUMERS BUYING BEHAVIOUR AND PURCHASE
PROCASTINATION TOWARDS TWO WHEELER**

PROJECT REPORT

Submitted to

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A STUDY ON ONLINE SALOON AND SPA MANAGEMENT SYSTEM

PROJECT REPORT

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APRIL 2024

**A STUDY ON CUSTOMER FAMILIARITY AND LEVEL OF
FULFILLMENT TOWARDS DIGITAL PAYMENTS
GOOGLE PAY AND PHONEPE**

PROJECT REPORT

Submitted to

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APRIL 2024

**A STUDY ON CUSTOMER PREFERENCE OF ROYAL
ENFIELD IN COIMBATORE DISTRICT**

PROJECT REPORT

Submitted to

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APRIL 2024

**A STUDY ON THE PROBLEM AND PROSPECTS OF POWERLOOM
UNITS WITH SPECIAL REFERENCE TO SOMANUR AREA
PROJECT REPORT**

Submitted to

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APRIL 2024

**A STUDY ON WORK LIFE BALANCE AND WELL BEING OF
WOMEN EMPLOYEE WITH SPECIAL REFERENCE TO
BALAJI PASTICS
PROJECT REPORT**

Submitted to

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APRIL 2024

**A STUDY ON CUSTOMER BRAND PREFERENCE TOWARDS
LAPTOP AMONG STUDENT'S WITH SPECIAL REFERENCE
TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

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APRIL 2024

**THE STUDY MAINLY CONCERNSTRATES CUSTOMER
SATISFACTION TOWARDS INTERNET BANKING WITH SPECIAL
REFERENCE ON ICICI BANK**

PROJECT REPORT

Submitted to

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APRIL 2024

**A STUDY ON ACCOUNT HOLDERS CONTENTMENT TOWARDS
INTERNET BANKING (WITH SPECIAL REFERENCE TO SBI BANKS
IN COIMBATORE CITY)**

PROJECT REPORT

Submitted to

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APRIL 2024

A STUDY ON CUSTOMER PREFERENCE TOWARDS SWIGGY IN COIMBATORE CITY

PROJECT REPORT

Submitted to

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APRIL 2024

**A STUDY ON TRAINING AND DEVELOPMENT AMONG
EMPLOYEES WITH SPECIAL REFERENCE TO AMMAN SPINNING
MILLS, POLLACHI**

PROJECT REPORT

Submitted to

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APRIL 2024

**A STUDY ON IMPACT OF AGRICULTURAL PRODUCTS PRICE
REALITY WITH SPECIAL REFERENCE TO VEGETABLES IN
FARMERS LIFE**

PROJECT REPORT

Submitted to

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**A STUDY ON CUSTOMER SATISFACTION ON FMCG – A
COMPARATIVE ANALYSIS OF PATANJALI AYURVED AND
HIMALAYA WELLNESS COMPANY**

PROJECT REPORT

Submitted to

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**A STUDY ON UNEMPLOYMENT ISSUE AMONG GRADUATES
THROUGH GOVERNMENT SCHEMES**

PROJECT REPORT

Submitted to

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APRIL 2024

**A STUDY ON THE EFFECTIVENESS OF INSTAGRAM
ADVERTISEMENT ON THE PURCHASING BEHAVIOUR OF
ADULTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

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**A STUDY ON BRAND PREFERENCE TOWARDS DAIRY PRODUCT
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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**A STUDY ON CONSUMER ATTITUDE TOWARDS GREEN PRODUCT
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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APRIL 2024

**MARKETING OF BANKING SERVICES – A COMPARATIVE STUDY OF PUBLIC AND
PRIVATE SECTOR BANKS IN COIMBATORE**

PROJECT REPORT

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS
HERBAL COSMETIC PRODUCTS
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS
HANDMADE JEWELLERY WITH SPECIAL REFERENCE
TO COIMBATORE CITY**

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A STUDY ON CUSTOMER SATISFACTION OF REDMI SMARTPHONES

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